

ABC Television Names Pierce New President

The appointments of Walter S. Schwartz as president of the newly created ABC Leisure Group II and of Frederick S. Pierce as president of ABC Television were announced yesterday.

Mr. Schwartz has been president of ABC Television since July, 1972, and Mr. Pierce has been senior vice president of ABC Television since last January. Both appointments are effective immediately and both men will report to Elton H.

Rule, president of American Broadcasting Companies, Inc.

Asked yesterday if the reshuffling of posts was a response to disappointing primetime ratings, a company spokesman denied that it was.

The ABC Leisure Group II, under Mr. Schwartz, will consist of the following divisions:

¶ABC Theaters, headed by P. Harvey Garland, president, and consisting of 267 motion picture theaters in 11 states in the Southeast and Southwest.

¶ABC Scenic and Wildlife Attractions, headed by John

Campbell, president, and including Silver Springs and Weeki Wachee Spring in Florida; the Wildlife Preserve in Largo, Md., and the historic Towne of Smithville, N. J.

¶The Silver Springs Bottled Water Company in Florida, also headed by Mr. Campbell.

As president of ABC Television, Mr. Pierce will be responsible for the following divisions: The ABC Television Network, ABC-owned television stations, ABC Entertainment, ABC Sports and ABC Television Planning and Development.